

1. In the Sephora case study reading, you learned how the company benefits from applying the Scrum framework. Their Scrum Teams are able to work cross-functionally and bring value to their customers through rapid testing, analysis, and rollout. As a thought experiment, let's work through how an Agile approach can help project teams increase value delivery. Remember that Agile teams deliver value by *building the right thing, building the thing right, and running it right*. Now that you know more about value-driven delivery, you can put that knowledge into practice.
Are you ready?

1 point

☐ I'm ready

2. Think of a product or service you use regularly. It can be a real or imaginary device (e.g. smartphone, universal remote) or software (e.g. email, social networking, video conferencing). Consider two or three of its most important features: How do these features create value for different customers? If your team were to build this product or service, what would you do to make sure the team *builds the right thing*? Write 3-4 sentences summarizing your response.

1 point

What do you think?

Your answer cannot be more than 10000 characters.

3. Your job as a project manager goes beyond the product development process. You need to continue delivering value to customers once your product or service is out in the world. Write 3-4 sentences about what you can do to make sure your team *runs it right*.

1 point

What do you think?

Your answer cannot be more than 10000 characters.